[YOUR BUSINESS NAME]

Pressure Washing Business Plan

Owner: _____

Service area: _____

Address / phone / email: _____

Date: ____ / ____ / _____

Prepared for: ☐ Internal planning ☐ Bank / SBA loan ☐ Investor ☐ Partner

How to use this template: gray italic text explains each section, blue text is an example for a one-truck residential company, and the lines are for your answers. Delete the guidance and examples before you send it to anyone. Financial numbers come from the companion spreadsheet (pressure-washing-business-plan-financials.xlsx).

1. Executive summary

Write this last. Half a page: what you do, for whom, where, why you will win, how much money you need and what you expect to earn in year one.

Example: Northside Exterior Wash is a soft washing and pressure washing company serving homeowners and small businesses in [City] and the surrounding 20 miles. The owner will run one truck-and-trailer rig starting in March, focusing on house washing, driveways and roof soft washing. Startup costs are about $6,700, funded from savings. Year one targets 174 jobs at an average of $300, or about $52,000 in revenue and $39,000 profit before owner pay.

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2. Company description

Item	Your answer
Legal name and structure (LLC, sole prop.)	
Date started / launch date	
Owner(s) and ownership %	
Mission (one sentence)	
Licenses and registrations	
Insurance (carrier, GL limit)	

Check your state and city for a business license, home improvement or contractor registration, and wastewater discharge rules before you launch.

3. Services and pricing

List what you will sell and how you price it. Start with 3–5 services you can do well; add more later.

Service	Pricing method	Your price	Typical job
House wash (soft wash)	per sq ft of siding	$____/sq ft	$
Driveway / flatwork	per sq ft	$____/sq ft	$
Roof soft wash	per sq ft of roof	$____/sq ft	$
Deck / fence	per sq ft	$____/sq ft	$
Commercial (storefront, lot, dumpster pad)	per visit / contract	$____/visit	$
Minimum charge	per visit	$	

Example: House washes at $0.30/sq ft, driveways at $0.30/sq ft, roofs at $0.65/sq ft, minimum charge $175. Recurring commercial customers get 15% off one-time rates.

4. Market analysis

Show you know who will buy and who you are up against. Use real local numbers where you can: households in your zip codes, median home value, how many competitors show up on Google Maps.

Question	Your answer
Service area (cities / zip codes, radius)	
Number of single-family homes in area	

Ideal residential customer	
Ideal commercial customer	
Seasonality (busy and slow months)	

Competitors

Competitor	Services	Price level	Google rating / reviews	Your advantage

SWOT

Strengths	Weaknesses
Opportunities	Threats

Example: Strength: soft wash roof cleaning, which only one competitor offers. Threat: cheap weekend operators on Facebook Marketplace. Opportunity: two new HOAs with 400+ homes each.

5. Marketing and sales plan

How customers will find you, how you will turn quotes into jobs, and how you will get repeat business.

Channel	Monthly budget	Goal (leads or jobs per month)
Google Business Profile + reviews	$0	
Google Local Services Ads	$	
Door hangers / EDDM postcards	$	
Yard signs at finished jobs	$	
Facebook / Nextdoor	$	
Referrals (credit per referral)	$	
Commercial outreach (property managers)	$	

Example: Goal: 30 Google reviews by the end of year one, a 40% quote-to-job close rate, and 25% of customers booking an annual repeat wash.

_____

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_____

6. Operations

Item	Your plan
Vehicle and rig (truck, trailer, tank)	
Main equipment (machine, GPM/PSI, surface cleaner, soft wash setup)	

Chemicals and supplier	
Software for quotes, scheduling, invoices	
Contract / terms customers sign	
Wastewater and runoff plan	
Working hours and capacity (jobs per day)	
Safety (PPE, ladder and roof policy)	

Example: One 4 GPM / 4,000 PSI gas machine on a 6x12 trailer with a 225-gallon tank, 20-inch surface cleaner, 12V soft wash pump. Quotes, scheduling and payments in Jobber. Every customer signs our service agreement before work starts.

7. Management and team

Who does what now, and who you will hire as you grow. Lenders want to know about the owner's experience.

Role	Name / hire date	Responsibilities	Pay
Owner		Sales, estimates, washing, books	
Helper / tech			
Bookkeeper / accountant			
Advisors (insurance agent, lawyer, mentor)			

8. Financial plan

Copy the totals from the spreadsheet. Keep your assumptions realistic and say where they came from.

Startup costs	Amount
Equipment and rig	$
Insurance, licenses, registration	$
Software, website, marketing launch	$
Working cash buffer	$
Total startup cost	$

Funding source	Amount
Owner savings	$
Loan (lender, rate, term)	$
Other	$
Total	$

Year 1 summary	Amount
Jobs	
Average ticket	$
Revenue	$
Variable costs (chemicals, fuel, card fees)	$
Fixed costs (insurance, software, marketing, etc.)	$
Profit before owner pay	$
Break-even jobs per month	

Example: 174 jobs × $300 = $52,200 revenue. Variable costs 14% ($7,308), fixed costs $477/month ($5,724). Profit before owner pay $39,168. Break-even is 2 jobs a month; 26 jobs pay back the startup costs.

9. Milestones (first 12 months)

Milestone	Target date	Done
LLC, EIN, bank account, insurance		☐
Equipment bought and tested		☐
Website + Google Business Profile live		☐
First 10 paying jobs		☐
25 Google reviews		☐
First commercial contract		☐
Hire first helper		☐
Year-end review: prices, services, next-year goals		☐

Appendix checklist

- ☐ Insurance certificate
- ☐ Business license / registrations
- ☐ Equipment quotes or receipts
- ☐ Price list / sample estimate
- ☐ Sample service contract
- ☐ Financial spreadsheet (startup costs, 12-month projection, break-even)
- ☐ Owner resume (for lenders)